

FEBRUARY 24 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

Eldorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 21, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	PRESENTATION OF SUMMER COLLECTION New Summer collection of half-size dresses for women of 5'5" and under. Contact: Walter Ginsburg, LO. 5-0358.	PATRICIA ROBERT CO.	244 WEST 39TH STREET SHOWROOM
Now Showing- March 8	RARE BUTTONS ON EXHIBITION Exhibition sponsored by the Button Collectors Club of the Metropolitan area, showing buttons of unique beauty and design--silver, jewel types, glass, metals, cloth, pewter, enamels and military buttons. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Feb. 22	WASHINGTON'S BIRTHDAY (Saturday).		
Feb. 22	NATIONAL "SEW AND SAVE" WEEK (Nat'l Needlecraft Bureau, LE. 2-4455).		

WEEK BEGINNING MONDAY, FEBRUARY 24, 1947

Monday Feb. 24 9:00 A.M. Breakfast	PRESS PREVIEW OF KENETH HOPKINS HATS Spring and early Summer millinery by Keneth Hopkins of Beverly Hills, will be presented to the press during breakfast. By invitation only. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR CHARLESTON GARDENS
Monday Feb. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Highlights of her Spring custom-order collection will be shown during luncheon by Alice Orovan. (Hats: Laddie Northridge). Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Alice Orovan Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ALICE OROVAN (785 FIFTH AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Feb. 24 3:00 P.M.	HOME FURNISHINGS TALK & DEMONSTRATION Mary E. Monze, Decoration editor of "American Home Magazine", will be speaker in the third of a series of lectures and demonstrations on home decoration at Namm's. Helen Painter, Namm's House furnishings coordinator will demonstrate the ideas proposed by Miss Monze. Open to public. Publicity: Hettie Camp, TRIangle 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Postponed Monday Feb. 24	CESAR RUBIO'S SHOWING OF SPRING AND EARLY SUMMER MILLINERY, ORIGINALLY SCHEDULED FOR FEBRUARY 24, AT 4:00 P.M., HAS BEEN POSTPONED TO WEDNESDAY, MARCH 5TH, AT 1:00 P.M. (LUNCHEON AT HOTEL PIERRE -- See page 5).		
Monday Feb. 24	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND PENNSYLVANIA FROM FEB. 24 TO FEB. 28. (Contact: George F. Little Management, Inc., 220 Fifth Ave., AS. 4-3161).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS</u>			
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED			
Tuesday Feb. 25	<u>OLDRIC ROYCE</u> At 11:00 A.M. and 3:00 P.M.	16 EAST 52ND ST. PUBL: NONA JAMES	VO. 5-3440
Tuesday Feb. 25	<u>THE TAILORED WOMAN</u> At 2:30 P.M.	742 FIFTH AVE. PUBL: BELLE I. GILLIS	PL. 5-2500
Wednesday Feb. 26	<u>MILGRIM</u> At 10:30 A.M.	6 WEST 57TH ST. PUBL: RUTH WALTZ	CI. 7-7200
Wednesday Feb. 26	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL: KAY INGLIS-JONES	PL. 3-3410
Thursday Feb. 27	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST. PUBL: JOSEPHINE HUGHES	WI. 2-2600
Monday March 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL: FLORENCE NEFF	PL. 3-7300
Tuesday March 4	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST. PUBL: BETTE BENFIELD	CI. 7-4300
Wednesday March 5	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. PUBL: HELEN KAUPER	PL. 3-4000
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL: FRANCES ANDERSON	CI. 7-1100
Thursday March 6	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST. PUBL: ELEANOR LAMBERT	PL. 5-8580
Friday March 7	<u>MAINBOCHER</u> At 2:30 P.M.	6 EAST 57TH ST. PUBL: ELEANOR LAMBERT	PL. 5-8580
Monday March 10	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE. PUBL: DOROTHY IVERSON	EL. 5-6800
Monday March 10	<u>CARRIE MUNN</u> At 3:00 P.M.	640 MADISON AVE. PUBL: ELEANOR LAMBERT	PL. 5-8580

Tuesday
Feb. 25
12:15 P.M.
Luncheon

READY-TO-WEAR
DIVISION LUNCHEON
Report on the Paris Collection by Harriet Wilinsky, director of fashion promotion, Wm. Filene's Sons Co., Boston. Chairman: Adelia B. Ellis. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. (Guests limited: 2 to each member). Reservations close Monday, February 24, at 5:00 P.M. Contact: The Fashion Group, CI. 7-3940.

THE FASHION GROUP, INC.
(9 ROCKEFELLER PLAZA)

HOTEL BILTMORE
BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 25 1:00 P.M. Luncheon	"HAT BOX REVUE" AT LUNCHEON SHOW Walter Florell will present "The Hat Box Revue" during luncheon -- new millinery for Spring, Easter and early Summer. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Florell Publicity: Burton M. Pell, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Feb. 25	TAILORED WOMAN'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2).		
Tuesday Feb. 25 4:30 P.M. Cocktails	SUMMER FASHIONS AT PRESS PREVIEW Press showing of Summer collection of Nantucket Naturals, manufactured by Style Trades. Showing at 5:00 P.M. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	NANTUCKET NATURALS (STYLE TRADES)	498 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 25 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show, with celebrities of radio, stage and screen. Showing of "Front Page Fashions," the latest Spring fashions by leading N. Y. creators. Produced by Ann Loweth, of Wm. Loweth & Co.; assisted by Eugene Lewin of Anna Miller & Co., and Rose Kaye of Elfreda. Tickets: \$1.50 to \$12.00. Contact: Israel Orphan Asylum, AL. 4-8300.	ISRAEL ORPHAN ASYLUM (274 EAST 2ND STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Feb. 26	MILGRIM'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. (See Page 2).		
Wednesday Feb. 26 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Spring and Summer millinery by the House of Cesar will be presented at luncheon. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	HOUSE OF CESAR (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 26 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Made to order Spring and Summer fashions, including afternoon suits with dressy blouses; evening gowns in various colors and fabrics. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Waldorf Publicity Office, Annette Goodrich, EL. 5-3000.	ROSSINO AND ANGELA (44 EAST 50TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 26 2:30 P.M.	SPRING FASHIONS BY MAURICE RENTNER Showing of new fashions by Maurice Rentner. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Feb. 26	ELIZABETH ARDEN'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 2)		
Wednesday Feb. 26 4:00 P.M.- 8:00 P.M. Cocktails	PRESS PREVIEW OF NEW FURNISHING TEXTILES Showing of new weaves, handwoven materials, and contemporary prints for upholstery and curtains, as designed by Marianne Strengell, Angelo Testa, Shirle Rapson and others. By invitation only. Contact: SA. 2-9113.	KNOLL ASSOCIATES, INC. & ARUNDELL CLARKE	31½ EAST 65TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 27 12:30 P.M. Luncheon	PRESS LUNCHEON: ALTMAN ORIGINALS Fashion showing of Altman Originals will be presented to the press during luncheon. By invitation only. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	HOTEL PLAZA WHITE & GOLD SUITE
Feb. 27	HATTIE CARNEGIE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See pg. 2)		
Thursday Feb. 27 4:30 P.M. Cocktails	OPENING OF NEW BEAUTY SALON Jean DeChant, formerly with Antoine at Saks Fifth Avenue, will have a cocktail party to celebrate the opening of his new beauty salon. By invitation. Publicity: Miss Jocelyn, Raymond Adv Agency, CI. 5-4148.	JEAN DECHANT	665 FIFTH AVENUE SUITE 514
Saturday March 1 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Spring fashions for teen-agers will be shown. Guest of honor: Candy Jones, former model, who will discuss good grooming, care of clothes, etc. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	2ND FLOOR DEBUTEEN SHOP
Sunday March 2- March 7 11:00 A.M.- 10:30 P.M.	NEW YORK ANTIQUES EXPOSITION Mrs. John Freeman Brown's semi-annual Antiques Show and Sale will be sponsored by the Parkway Hospital building fund, 149 East 62nd Street. Admission: \$1.20 (including tax). Publicity: "Chic" Farmer, PL. 9-1716.	MRS. JOHN FREEMAN BROWN	WALDORF-ASTORIA ASTOR GALLERY
Monday March 3 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING De Pinna's annual Spring fashion show during luncheon, presenting junior and debutante fashions, and clothes for town and spectator sports. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM
March 3	BERGDORF GOODMAN'S SPRING COLLECTION FOR THE PRESS AT 5:30 P.M. (See pg. 2)		
Tuesday March 4 9:00 A.M. Breakfast	PRESS BREAKFAST HOME FURNISHINGS Altman's will have a breakfast for home furnishings editors. Showing of new furniture and promotional tie-up with "Better Homes and Gardens." Attendance by invitation only. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	7TH FLOOR
Tuesday March 4 11:00 A.M.	PRESS SHOWING OF SPRING FURS Fashion showing, for press only, of Esther Dorothy's new furs for Spring. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	78 EAST 56TH ST. SALON
Tuesday March 4 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Presentation of made-to-order fashions for Easter, Spring and early Summer, in addition to a bridal procession. Press by invitation. Public by reservation. For reservations, contact: headwaiter, PL. 3-4600, Ext. 20. Publicity for Sonia: Ethel Arkin, PL. 3-8241. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SONIA-GOWNS (15 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 4	JAY THORPE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See page 2).		
Tuesday March 4-	PATTERN AND FABRIC FASHION SHOW	GIMBEL BROTHERS	4TH FLOOR FABRIC DEPT.
March 5 2:30 P.M.	Spring and early Summer fashions in McCall Patterns and Ameritex Fabrics. Open to public. Publicity: Jane Daily, PE. 6-5100.		
Wednesday March 5	"TOYS FOR TINY TOTS" PRESS BREAKFAST	ANNE FARRELL GILBERT HALL OF SCIENCE	HAMPSHIRE HOUSE COTTAGE
10:00 A.M. Breakfast	Anne Farrell, A. C. Gilbert's designer of "Toys for Tiny Tots", will present toys the way children want them. "Babies or bedlam - it's hard to tell which with models under six." Attendance by invitation only. Publicity: Grace Fitzwater, PL. 5-8668.		
Wednesday March 5	LUNCHEON FASHION PRESENTATION	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	The Tailored Woman will present a fashion show during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday March 5	MILLINERY FASHIONS AT LUNCHEON SHOW	CESAR RUBIO (40 EAST 50TH ST.)	HOTEL PIERRE COTILLION ROOM
1:00 P.M. Luncheon	Spring and early Summer millinery by Cesar Rubio will be presented during luncheon. Press by invitation. Public by reservation. Contact: "Jack", headwaiter, RE. 4-5900. Publicity: Leonard MacBain, BO. 3-3490. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.		
March 5	SAKS 5TH AVENUE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See page 2).		
Wednesday March 5	FASHION SHOWING OF ALTMAN ORIGINALS	B. ALTMAN & CO.	3RD FLOOR
2:30 P.M.	Re-showing of Altman Originals, as presented to the press on Thursday, Feb. 27. Open to public. Publicity: B. Altman & Co., MU. 9-7000.		
Wednesday March 5	"A CENTURY OF CONNECTICUT FASHIONS"	G. FOX AND CO., INC. HARTFORD, CONNECTICUT	BUSHNELL MEMORIAL THEATRE -- HARTFORD
8:30 P.M.	Fashion show by G. Fox and Co. for benefit of the Hartford Branch of the Connecticut Cancer Society. Spring and Summer Fashions of leading Eastern and Western designers, and a review of fashions from 1847 to 1947 in honor of the store's 100th anniversary. Lighting and staging by Abe Feder of N. Y. Stage setting by Joseph Wright, display director, G. Fox. Production under supervision of Edith Gilman, fashion director of the store. Contact: Hartford 2-5151.		
March 6	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. (See page 2).		
Thursday March 6	INFORMAL LUNCHEON FOR BEAUTY PRESS	LUCIEN LELONG	HAMPSHIRE HOUSE COTTAGE
12:30 P.M. Luncheon	An informal luncheon will be given by Peter Fink, of Lucien Lelong, for the newspaper press. By invitation only. Publicity: Peter Fink, PL. 9-3311.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 6	STEIN & BLAINE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See page 2).		
Thursday March 6 2:30 P.M.	SHOWING OF SUITS FOR ENTIRE FAMILY New Spring suits for misses, women, juniors, teen-agers, children and men. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
Friday March 7 12:30 P.M. Luncheon	FASHION SHOW FOR RADIO BROADCASTERS A luncheon fashion show presented by the New York Dress Institute for the Association of Women Broadcasters (of the National Association of Broadcasters). Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	HOTEL PIERRE COTILLION ROOM
March 7	MAINBOCHER'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See page 2).		
Friday March 7- March 9	CONFERENCE OF ASSN. OF WOMEN BROADCASTERS Women radio commentators from all over the country will meet in New York for three days at their fourth annual national conference. Theme: "The Woman Broadcaster Looks Ahead." There will be special fashion shows, panel discussions and workshops. Conference and luncheon on Saturday (tickets \$5.50). Alma Kitchell, President of the N.W.B., will preside at both morning and afternoon sessions. Contact: Association of Women Broadcasters, 535 Fifth Ave., MU. 2-1963.	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT
Saturday March 8 8:00 A.M. Breakfast	MILLINERY BREAKFAST FOR VISITING BROADCASTERS Spring and Summer millinery fashion showing for the Association of Women Broadcasters and local radio commentators. The following 17 uptown milliners will present their hats: Anita Andra, Braagaard, Hattie Carnegie, Mme. Lenesta, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, John Frederics, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Suzanne Remy, Sally Victor. Attendance by invitation only. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
March 9	NATIONAL DOUGHNUT WEEK (March 9-15).		
March 10	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See page 2)		
Monday March 10- March 16 11:00 A.M.- 11:00 P.M.	3RD ANNUAL NATIONAL ANTIQUES SHOW Over an acre of antiques exhibited by 160 dealers from all over the U.S., featuring American primitives and historical objects, and imported and "liberated" antiques from Europe. Admission: \$1.50. Publicity: Morton Yarmon, BE. 3-6010.	LEADER ENTERPRISES, INCORPORATED	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
Monday March 10 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY AT LUNCHEON Mary Goodfellow will present a millinery showing during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW (23½ EAST 61ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 10	CARRIE MUNN'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 2)		
Monday	"FASHIONATA OF 1947"--	RICH'S	ERLANGER THEATRE
March 10-	THIRD ANNUAL SHOW	ATLANTA, GEORGIA	ATLANTA
March 15	Rich's (Atlanta) will present its colorful fashion extravaganza under the firm's copyrighted caption "Fashionata of 1947" for the third successive year. Writer, director and producer: Frances Bemis. Sponsored by Young Matron's Circle on behalf of Tallulah Falls School. Contact: Mrs. Willard C. Patterson, Director of Public Relations, Rich's Atlanta.		
Monday	FORTY-FOURTH ANNUAL	TOY MANUFACTURERS	HOTEL McALPIN
March 10-	AMERICAN TOY FAIR	OF THE U. S. A.	& HOTEL BRESLIN
March 22	Preview for the trade of largest quantity of toys, games and hobby materials ever assembled, showing full lines of toy merchandise for the first time since the war. More than 800 exhibitors will display 100,000 varieties of American-made playthings at the Hotel McAlpin; at 200 Fifth Ave. (headquarters, Toy Mfrs. of U.S.); at 1107 Broadway, and at the Hotel Breslin. Publicity: Ruth Millard, AS. 4-8400.		
Tuesday	"SUMMER SILHOUETTES"--	LADDIE NORTHRIDGE	RITZ CARLTON HOTEL
March 11	MILLINERY FASHIONS	(1 WEST 57TH ST.)	OVAL ROOM
1:00 P.M.	Showing of Summer Silhouettes in Laddie Northridge's new millinery for town and travel. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Northridge Publicity: Elizabeth Maher Assoc., EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Luncheon			
Tuesday	PRESENTATION OF NEW	SAKS 34TH STREET	4TH FLOOR
March 11-	MISSSES' FASHIONS		
3:00 P.M.	Showing of misses' fashions for Easter, Spring and early Summer. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
March 11	FIRST POSTWAR LEATHER SHOW, TANNERS' COUNCIL OF AMERICA (Hotel Commodore)		
Wednesday	EASTER MILLINERY	ARANKA, INC.	WALDORF-ASTORIA
March 12	AT LUNCHEON SHOW	(19 EAST 56TH ST.)	SERT ROOM
1:00 P.M.	Hats for Easter, Spring and early Summer will be presented by Aranka during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank," headwaiter, EL. 5-3000. Contact: Aranka, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		
Luncheon			
Wednesday	SHOWING OF FASHIONS	B. ALTMAN & CO.	3RD FLOOR
March 12	BY NETTIE ROSENSTLIN		
2:30 P.M.	Presentation of Nettie Rosenstein's new fashion creations. Open to public. Publicity: B. Altman & Co., MU. 9-7000.		
Wednesday	SHOWING OF WOMEN'S	MARTIN'S	2ND FLOOR
March 12	FASHIONS FOR SPRING	BROOKLYN	
3:00 P.M.	New clothes for the modern woman will be presented by Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.		
Wednesday	CUSTOM-FASHIONS	MME. BERY	WALDORF-ASTORIA
March 12	IN ENGLISH WOOLS	(LONDON)	LE PERROQUET SUITE
4:00 P.M.	Showing of dressmaker suits in knitted wool, and wool tweed coats by Madam Bery. Attendance by invitation only. Contact: Robert Bossel at Waldorf-Astoria, EL. 5-3000.		
Cocktails			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 12 5:00 P.M. Cocktails	FASHION SHOW: PARIS ORIGINAL MAKEUP Prince Matchabelli will present the Spring collection of fashions and accessories by Hermes of Paris, and new makeup color originated in Paris. Same fashions and makeup being shown concurrently in Paris. Attendance by invitation only. Publicity: Leonore Buehler, PL. 3-7010.	PRINCE MATCHABELLI, INC.	711 FIFTH AVENUE CROWN ROOM
Thursday March 13 10:00 A.M.; March 14 2:30 P.M.	MODES ROYALE PATTERNS CLINIC Rosli Gelfer, fashion editor, Modes Royale Patterns, will discuss individuality in clothes, selection of correct styles, etc. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	4TH FLOOR
Thursday March 13 2:30 P.M.; 7:30 P.M.	MISSES' FASHIONS AND BRIDAL PARTY COSTUMES Showing of misses' day and afternoon fashions; and bridal party costumes. Press by invitation at the 2:30 showing. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARNS 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Thursday March 13 4:30 P.M.; 6:30 P.M.	"CALLING ALL GIRLS" SPRING FASHION SHOW Annual Spring "Calling All Girls" fashion show, previewing clothes for Easter, modeled by Calling All Girls' Club members. Commentator: Nancy Pepper, fashion editor, "Calling All Girls" Magazine. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR
Friday March 14 4:30 P.M. Cocktails	BENEFIT SHOWING OF PARIS COLLECTION Wednesday's fashion showing of Spring Collection by Hermes of Paris will be repeated at Prince Matchabelli's Crown Room (See above announcement) under the auspices of "American Aid to France." Tickets: \$10.00. Admittance by special ticket only. Contact: Mrs. Ellen Engel, MU. 3-3801.	AMERICAN AID TO FRANCE (39 EAST 36TH STREET)	PRINCE MATCHABELLI 711 FIFTH AVENUE
Saturday March 15 10:30 A.M.	NAMM'S "CALLING ALL GIRLS" CLUB SHOW Showing of 'round-the-clock Easter fashions at Namm's "Calling-All-Girls" Club fashion show. Special entertainment. Open to public. Publicity: Hettie Camp, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
Monday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Gunther's Spring and Summer fashions, accessorized with furs, at a luncheon showing. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 18 10:30 A.M. Breakfast	"HUSBAND-APPROVED" HATS DESIGNED BY LISH A presentation of the new Spring and Summer millinery, designed by Lish, for feminine wear and masculine approval. Featuring a special group of hats for Easter, approved by a panel board of husbands. Press by invitation. Contact: Ruth Farrell, Bert Nevins, Inc., WI. 7-9715.	TO BE ANNOUNCED	SHERRY-NETHERLANDS BALINESE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Spring and early Summer fashions will be presented during luncheon by Jonai. Press by invitation. Public by reservation. For reservations, contact: headwaiter, PL. 3-4600, Ext. 20. Contact: Jonai, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 18 4:00 P.M. Cocktails	PRESS SHOWING OF SHOE COLLECTION Press preview to introduce the first postwar collection of Italian handmade shoes by Ferragamo, plus a new collection of American shoes designed by Mabel and Charles Julianelli, exclusively for Saks Fifth Avenue. For press only, strictly by invitation. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday March 19 12:00 Noon Luncheon	HATS AND COIFFURES AT LUNCHEON SHOW "Made For Each Other"--joint fashion showing of hairdos and hats to be presented during luncheon by the American Hair Design Institute and the Millinery Fashion Bureau. Press by invitation. Public by reservation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Publicity: American Hair Design Institute: Eleanor Rowlands, MO. 4-9292; Millinery Fashion Bureau, Mary Kelley, MU. 2-2603; Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MILLINERY FASHION BUR: AMER. HAIR DESIGN INST.	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 1:00 P.M. Luncheon	SURPRISE FASHION SHOWING AT LUNCHEON Advance summer fashions presented during luncheon by Revlon at a surprise showing. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Revlon Publicity: Beatrice Castle, PL. 5-8800. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	REVLON	WALDORF-ASTORIA SERT ROOM
Saturday March 22 1:00 P.M. Luncheon	SHOWING OF FASHIONS BY EMILY WILKENS Emily Wilkens' new Spring and Summer collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Thomas", PL. 3-1740, Ext. 44. Bonwit Publicity: Dorothy Iverson, EL. 5-6800. Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Monday March 24 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 25 1:00 P.M. Luncheon	"LITTLE SHOP" FASHIONS AT LUNCHEON SHOW Presentation of new fashions from Macy's Little Shop during luncheon. Press by invitation. Public by reservation. Contact: headwaiter, PL. 3-4600, Ext. 20. Macy Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
April 6	EASTER SUNDAY		

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday
Feb. 21 PREMIERE: "I'LL BE YOURS" (Movie) WINTER GARDEN THEATRE, B'WAY & 50TH ST.
Universal-International romantic comedy with music based on Ferenc Molnar's "The Good Fairy". Cast includes Deanna Durbin, Adolph Menjou, William Bendix and Tom Drake. Screenplay by Preston Sturges. Directed by William A. Seiter, produced by Felix Jackson. Costumes: Travis Banton. Publicity: Al Horwits, CI. 7-7100.
- Friday
Feb. 21 PREMIERE: "NORA PRENTISS" (Movie) HOLLYWOOD THEATRE, B'WAY & 51ST ST.
Warner Bros. drama about a man convicted of his own murder, with Ann Sheridan and Kent Smith. Director: Vincent Sherman. Producer: William Jacobs. Costumes: Travilla. Publicity: Eve Siegel, CI. 6-1000.
- Monday
Feb. 24- MARCH 2 MARTHA GRAHAM DANCE SERIES ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Special engagement by Martha Graham and her Dance Company, arranged by S. Hurok. Costumes by Isamu Noguchi and Edythe Gilfond. Dancers include Martha Graham, Erick Hawkins, May O'Donnell, Pearl Lang and John Butler. Publicity: Isadora Bennett, CO. 5-6638.
- Wednesday
Feb. 26 PREMIERE: "SUDDENLY IT'S SPRING" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD
Paramount comedy about a WAC marital relations' expert who tries to patch up her own marriage, with Fred MacMurray, Paulette Goddard, Macdonald Carey and Arleen Whelan. Director: Mitchell Leisen. Producer: Claude Binyon. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.
- Wednesday
Feb. 26 PREMIERE: "SONG OF SCHEHERAZADE" (Movie) LOEW'S CRITERION, B'WAY & 45TH
Universal technicolor musical about the romance of the youthful Rimsky-Korsakov with a Moroccan dancer. Yvonne De Carlo, Brian Donlevy, Jean Pierre Aumont, Eve Arden and Charles Kullman, Metropolitan Opera tenor, are featured. Produced by Edward Kaufman; directed by Walter Reisch. Costumes: Yvonne Wood. Publicity: Al Horwits, CI. 7-7100.
- Thursday
Feb. 27 PREMIERE: "SEA OF GRASS" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH
MGM drama about a man and his two great loves -- his land and his wife, with Spencer Tracy, Katharine Hepburn, Robert Walker and Melvyn Douglas. Directed by Elia Kazan. Produced by Pandro S. Berman. Costumes: Irene. Publicity: Herbert Crocker, BR. 9-7800.
- Thursday
Feb. 27 OPENING: "YELLOW JACK" INTERNATIONAL THEATRE, COLUMBUS CIRCLE
American Repertory Theatre presentation, for four weeks, of Sidney Howard's play about the men who volunteered to be inoculated with the deadly yellow fever germ in order that the cause and cure of the disease might be found. Cast includes Philip Bourneuf, Victor Jory, Arthur Keegan, William Windom and Eli Wallach. Directed by Martin Ritt. Costumes: Wolfgang Roth. Publicity: Wolfe Kaufman, CH. 3-1833.
- Monday
March 3 OPENING: "THE IMPORTANCE OF BEING EARNEST" ROYALE THEATRE, 45 ST. N. OF BWAY
The Theatre Guild and John C. Wilson, in association with H.M. Tennant Ltd. of London, present John Gielgud's production of the Oscar Wilde comedy, with John Gielgud, Margaret Rutherford, Pamela Brown, Jane Baxter and Robert Flemyng. Director: John Gielgud. Decor by Motley. (Curtain at 8:00 P.M. on opening night). For 7 weeks only, to be followed by 6 weeks of William Cosgrove's "Love For Love". Publicity: Willard Keefe, CI. 6-7492.

F A S H I O N J O B S

J O B S W A N T E D

MALE APPRENTICE (age 24) to dress designer. Background as fashion illustrator. Exp. with fabrics. Grad Pratt Institute. Box JW-42.

ASSISTANT TO PUBLICITY DIRECTOR. Expd selling, promotion, publicity, contact work, steno, typing. Free to travel. Speaks French fluently. Box JW-46.

PUBLICITY OR MERCHANDISE ASSISTANT. Complete millinery and handbag market background. Associate editor on trade publication. Box JW-47.

FREE LANCE FASHION WRITER. Retail, marketing, publicity writing experience. Covers fashion shows and market openings; dept. store promotions. Box JW-48.

FASHION PROMOTION DIRECTOR. Mature woman with experience in fashion publicity, copywriting, etc. with leading department store. Box JW-49.

ADVERTISING MANAGER. Discerning, inventive woman with 14 years experience in advertising and fashion publicity. 5-figure salary. Box JW-50.

COPY OPENING--AGENCY PREFERRED. Talented girl, 3 yrs top-flight promotional, cosmetic writing, photography, contacts, plus 3 yrs selling, designing fashions. JW-51.

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

J O B S A V A I L A B L E

SECRETARY TO ADVERTISING EXECUTIVE of cosmetics firm. Accurate stenographer and typist, with interest in fashion and future writing. Box JA-39.

SECRETARY in Public Relations Department of large company. Chiefly fashion work. State age, experience, and salary requirement. Box JA-40.

FASHION DEPT. OF TRADE PUBLICATION needs young woman with secretarial training (steno-typing necessary) as ass't. to fashion editor. Box JA-41.

SELLING-BUYING-MERCHANDISING. Excellent training for young woman with college background in exclusive New Jersey specialty shop. Box JA-42.

SECRETARY-STENO for account executive of established advertising agency. Pleasant, friendly surroundings; interesting job. Salary, \$40. Box JA-43.

COSMETICS BUYER. Leading department store requires young, energetic buyer for newly enlarged cosmetics division. Moderate salary to start. Box JA-44.

P R I C E O F 4 - L I N E I N S E R T I O N

Job Wanted.....\$2.50
Job Available.....\$5.00

(4 lines of 39 characters to a line)

Deadline: Tuesday at 5:00 P.M.

All insertion orders must be accompanied by check or money order.